

COMMUNITY FACTS AND FACTORS

Torrance Citizens and Workers Have Great Purchasing Power

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TORRANCE

RESIDENCE OF ALL TORRANCE INDUSTRIAL WORKERS WOULD DOUBLE WEALTH SPENT HERE

Non-resident Workers, by Conservative Estimate, Could Add More Than \$4,000,000 to Total Family Purchasing Power in City

EDITOR'S NOTE—This is the ninth of a series of articles, graphically illustrated, on various phases of the community's growth, development and condition. Data and charts are compiled and prepared from authentic records by Secretary Carl L. Hyde of the Torrance Chamber of Commerce. We suggest that these articles be clipped and preserved as they appear from time to time, furnishing in the end a comprehensive analysis of the community.

Torrance Total Family Income

Purchasing Power Based Upon 1,385 Families

	Per Cent	Family Income Per Year Basis \$2400 Per Family
Food	30.0	\$ 997,200.00
Clothing	18.0	598,300.00
Rent	18.0	598,300.00
Fuel and Light	1.4	46,536.00
Furniture	7.0	232,680.00
Miscellaneous (a)	25.6	850,984.00
	100.0	\$3,324,000.00

(a) Includes life insurance, doctor, dentist, hospital, church, street car fare, auto operating, movies and savings.

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One of the very important community factors which serves as a barometer in the economic analysis of trading and shopping facilities in any community is its purchasing power. That Torrance is in an enviable position in this respect may be adjudged from the following facts.

Purchasing power in any given trade area is the magnet which attracts merchandise and its distribution mediums. This is particularly true when chain stores and national institutions are involved. All of these institutions have a measured standard upon which their consideration for store locations is based. If the reflection of purchasing power does not approximate the proper balance the store is not installed. Retrospect of Torrance for only three or four years past readily will bear out this fact. This period has witnessed a substantial addition to retail trading facilities and many new stores.

Some readers may get the initial impression that these facts are related only to the owners, operators or capital invested in commercial establishments, but this is only partially true. New stores, increased stocks of merchandise, greater varieties of goods, national brands and the natural element of competition are all very definite factors which reflect their economic values directly into the pocketbooks of purchasers. Therefore as the growth of Torrance continues, still greater will become the retail merchandise facilities until its own volume justifies the local establishment of wholesale and merchandising warehouses which enable greater service to flow thru the retail channels.

The Bureau of Labor Statistics has made studies of over 100 industrial cities in various parts of the country, showing the various percentages of expenditure of the average family income. Upon the basis of these data and studies the above compilation of Torrance purchasing power and its distribution is made.

It is entirely reasonable to assume that the purchasing power above shown is not entirely wielded in Torrance. On the other hand, there is a very substantial volume of purchasing power which comes to Torrance from the trading radius which retail facilities here influence. Torrance is unquestionably destined to become the center of a great trading area or radius. Effects of this influence already are borne out in a recent specific survey made by Eberle & Rigelman, of Los Angeles, the engineering concern which made the general economic, civic and industrial surveys of Torrance sometime ago.

Some appreciation of what the value of the potential purchasing power of Torrance means may be obtained from the following:

Last week's article pointed out that approximately 4115 people are employed in Torrance who do not live within the municipal confines. Assuming that the average income of these non-resident employees is the same as those living in Torrance and that each worker represents a family, it would give Torrance an added purchasing power of \$9,876,000.00, or an increase of 290%. This is not allowing for any proportion of the payroll of non-resident workers being spent in Torrance, which may be the case. Therefore, assuming that even one-half of the

amount shown is potential purchasing power is now being expended in Torrance (which is very doubtful) it would still leave an aggregate that would greatly exceed more than double our present purchasing power, or give \$4,938,000.00 of new wealth. Surely it takes no argument to convince any reader that if this sum was expended in Torrance that it would reflect a very substantial benefit, not only to the commercial interests of the community, but to every individual living here, as well as enhancing the prestige of the city and improving its commercial rating in the many financial registers. These relationships, while possibly appearing intangible, are nevertheless definitely concrete in their operation and function. Statisticians and economists demonstrate their rule to a very accurate degree.

Without a great deal of very minute research going into the actual points of expenditure of the non-resident payroll, it is of course impossible to determine the actual total value of purchasing power which such an aggregate would reflect, but suffice it to say that it is obvious a tremendous increase would result and, as previously presented, would likewise redound beneficially to the citizens of Torrance and others enjoying this community's merchandising facilities—another good and tangible reason to urge who workers who live elsewhere to LIVE HERE and "BUY BETTER IN TORRANCE."

Miss Ruth Greenland will leave the 4th for Fillmore where she will relieve the chief operator for two weeks.

A picnic supper party at Brighton Beach last Thursday included Mr. and Mrs. H. E. Hesse and son, Mrs. M. Somerud of Normandie avenue, Mr. and Mrs. Harry Hesse and family, Mrs. Ella Walsh of Lynwood, Mr. and Mrs. Fayette Schultz and Mr. and Mrs. John Mattias of Los Angeles.

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S. P. Offers Reduced Fares to L. A. for Lindbergh Fete

Colonel Lindbergh will arrive at Vail Field, Los Angeles, at 2:00 P. M., September 29.

A program has been arranged which provides for his appearance at the Coliseum at 3:00 P. M. A parade on Broadway and principal business streets of Los Angeles will take place at 4:00 P. M. He will also appear at the Hollywood Bowl at 5:00 P. M., the celebration ending with a banquet that night.

HARD TIMES PARTY

Royal Neighbors of America will hold a "hard times party" on Friday, September 2, at K. of C. Hall, Redondo Boulevard. The function is for the members only and the fun is scheduled to start at 8 o'clock. The committee in charge announced that refreshments will be served.

Nick Will Croon For Another Week on Orpheum Bill

The "crooning" of Nick Lucas has proven so popular in Los Angeles that the famous Brunswick record artist will be held over for another week at the Orpheum, starting Sunday matinee, September 4th. For his second week, in addition to singing numbers requested by members of the audience, he will also sing an entirely new repertoire of songs taken from his most popular records.

Another most outstanding feature on the new bill will be Dainty Marie, "The Perfect Venus," who with a large company will present a unique offering called "Laughing Off Tons of Fun" in which many dancing feats and some very pretty girls will be introduced. On this same program will be George West and Ray Stanton with their hilarious "A Little Rhyme and Less Reason" revue featuring Gladys Gerish and a large company; Jerry Jarnagin, Curtnell and Harry Frank Sabini and three other feature acts.

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New 4-room, south of town, lot 50 x 180, \$2,650. \$150 down, \$35 mo.

2 houses on one lot, close in, on Andreo Ave., \$2650.

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